

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.5em; margin-left: 100px;">WFTS-TV</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">8/9/12</span>
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I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Liberty Foundation of Florida

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				
	8/11 - 8/14				

**Total Charges:**     \$ 41,450<sup>00</sup> GROSS

This broadcast time will be used by: Liberty Foundation of Florida

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes                      ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

LIBERTY FOUNDATION OF FLORIDA

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.


The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

05-10-12  
Date

  
Signature

352-256-9579  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title



WFTS

# ORDER

Print Date 08/09/12

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Flight Dates 08/11/12-08/14/12

Contract / Revision 307521 / **Liberty Foundation of Florida**

Original Date / Revision  
08/09/12 08/09/12

Advertiser **Liberty Foundation of Florid**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**Liberty Foundation of Florida**

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 337

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
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Marta Salazar-Perren	100%		
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Order Share % Market Value

Competing Station	% of Order	Amount
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CABLE	%	
UNKWN	100%	
WBHS	%	
WBSV	%	
WCLF	%	
WEDU	%	
WFLA	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WWSB	%	
WXPX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	30	\$35,912.50	\$42,250.00	0.00	07/30/12	08/14/12	30	\$35,912.50	\$42,250.00
<b>Totals</b>	<b>30</b>	<b>\$35,912.50</b>	<b>\$42,250.00</b>	<b>0.00</b>					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFTS	08/11/12	08/14/12	SA-SU 11-1135p ABC Action News	CM	11-1135p	-----11	:30	2	\$1,700.00	P-3	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/11/12	08/17/12	-----11	2				\$1,700.00		0.00				
N 2	WFTS	08/11/12	08/14/12	SA 8-9a SA 8-9a	CM	758-9a	-----S-	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00



WFTS

Print Date: 08/09/12

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Contract / Revision 307521 Flight Dates 08/11/12-08/14/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser Liberty Foundation of Flori Product Liberty Foundation of Florid Estimate # 337

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WFTS	08/11/12	08/14/12	SA 8-9a SA 8-9a	CM	758-9a	-----S-	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S-					2	\$500.00		0.00		
N 3	WFTS	08/11/12	08/14/12	Nationwide Series Nationwide Series Racing	CM	12p-1130p (2:00 PM-5:00 PM)	-----1-	:30	1	\$2,000.00	P-1	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----1-					1	\$2,000.00		0.00		
N 4	WFTS	08/11/12	08/14/12	SA 7-730p SA 7-730P	CM	658-730p	-----S-	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S-					2	\$1,200.00		0.00		
N 5	WFTS	08/11/12	08/14/12	SA 730-8p SA 730-8p	CM	728-758p	-----S-	:30	2	\$1,400.00	P-3	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S-					2	\$1,400.00		0.00		
N 6	WFTS	08/11/12	08/14/12	ABC Saturday Prime Saturday Prime	CM	758-11p	-----S-	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S-					1	\$1,500.00		0.00		
N 7	WFTS	08/11/12	08/14/12	SU 9-10a This Week Su 9-10a This Week	CM	9-10a	-----S	:30	1	\$4,000.00	P-2	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S					1	\$4,000.00		0.00		
N 8	WFTS	08/11/12	08/14/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S-					1	\$300.00		0.00		
N 9	WFTS	08/11/12	08/14/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S-					1	\$400.00		0.00		
N 10	WFTS	08/11/12	08/14/12	SA ENTERTAINERS SA ENTERTAINERS	CM	1235-135a	-----S-	:30	1	\$50.00	P-3	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S-					1	\$50.00		0.00		
N 11	WFTS	08/11/12	08/14/12	SU 5-6a SU 5-6a	CM	5-6a (5:30 AM-6:00 AM)	-----S	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	-----S					1	\$200.00		0.00		
N 12	WFTS	08/11/12	08/14/12	M-F 7-9a GMA GMA	CM	658-9a	11-----	:30	2	\$900.00	P-3	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	11-----					2	\$900.00		0.00		
N 13	WFTS	08/11/12	08/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	21-----	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	21-----					3	\$400.00		0.00		
N 14	WFTS	08/11/12	08/14/12	M-F 5-530p ABC Action News	CM	458-530p	1-----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	1-----					1	\$1,000.00		0.00		



WFTS

Print Date: 08/09/12

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Contract / Revision **307521** Flight Dates **08/11/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser **Liberty Foundation of Flori** Product **Liberty Foundation of Flori** Estimate # **337**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 14	WFTS	08/11/12	08/14/12	M-F 5-530p ABC Action News	CM	458-530p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	1-----					1	\$1,000.00		0.00			
N 15	WFTS	08/11/12	08/14/12	M-F 530-6p ABC Action News	CM	530-6p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	1-----					1	\$1,000.00		0.00			
N 16	WFTS	08/11/12	08/14/12	M-F 6-630p ABC Action News	CM	558-630p	1-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	1-----					1	\$1,200.00		0.00			
N 17	WFTS	08/11/12	08/14/12	M-F 7-730p M-F 7-730p	CM	658-730p	2-----	:30	2	\$3,500.00	P-3	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	2-----					2	\$3,500.00		0.00			
N 18	WFTS	08/11/12	08/14/12	M-F 730-8p M-F 730-8p	CM	728-758p	2-----	:30	2	\$4,200.00	P-2	0.00	NM	2	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	2-----					2	\$4,200.00		0.00			
N 19	WFTS	08/11/12	08/14/12	M-F 1135p-1202a Night M-F 1135p-1202a	CM	1135p-1202a	1-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	1-----					1	\$850.00		0.00			
N 20	WFTS	08/11/12	08/14/12	M-F 107-207a Right This M-F 107-207a	CM	107-207a	1-----	:30	1	\$50.00	P-6	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	1-----					1	\$50.00		0.00			
N 21	WFTS	08/11/12	08/14/12	M-SU 11-1135p ABC Action News	CM	11-1135p	1-----	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	1-----					1	\$1,700.00		0.00			
Totals														30	\$42,250.00